



JRC DESIGN

CORPORATE COMMUNICATIONS
ENVIRONMENTAL GRAPHICS

4634 North 44th Street
Phoenix, AZ 85018
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PROJECT THE POINTE OFFICE SUITES

CLIENT
SHEA COMMERCIAL

PROJECT NO 04.36

PHASE DID

DATE 02.25.05

SCALE AS SHOWN

DRAWN BY JDS

CHECKED BY

REVISIONS

APPROVAL

DATE

SHEET

1

Calle Los Cerros

(Entry Drive)

Pointe Parkway

Highline Canal

Existing Project Identification Monument A

Exhibit A1,A2,B1,B2,C1,C2 Locations

New Project Identification Monument B

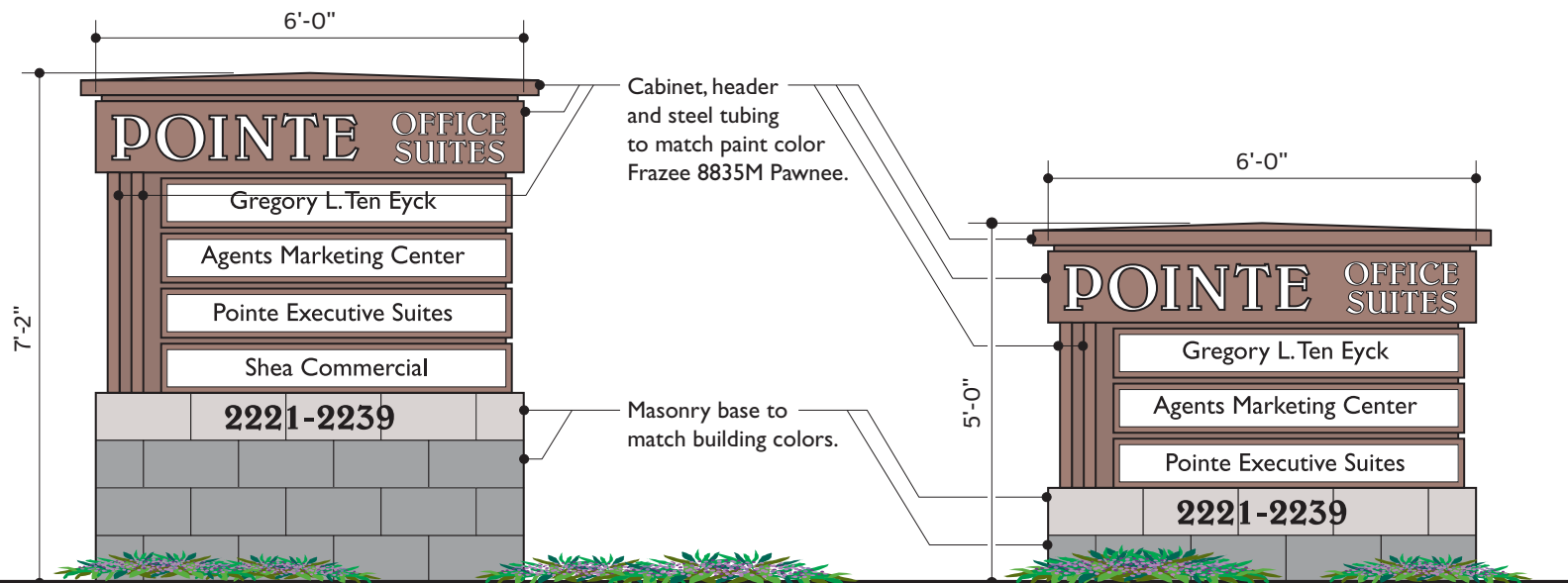
Directional C



Existing Baseline Road monument to be amended.



New monument location at Pointe Parkway entry.



Double-sided freestanding monument sign located on Baseline Road.

SCALE: 3/8" = 1' 0"

Single-sided freestanding monument sign located on Pointe Parkway.



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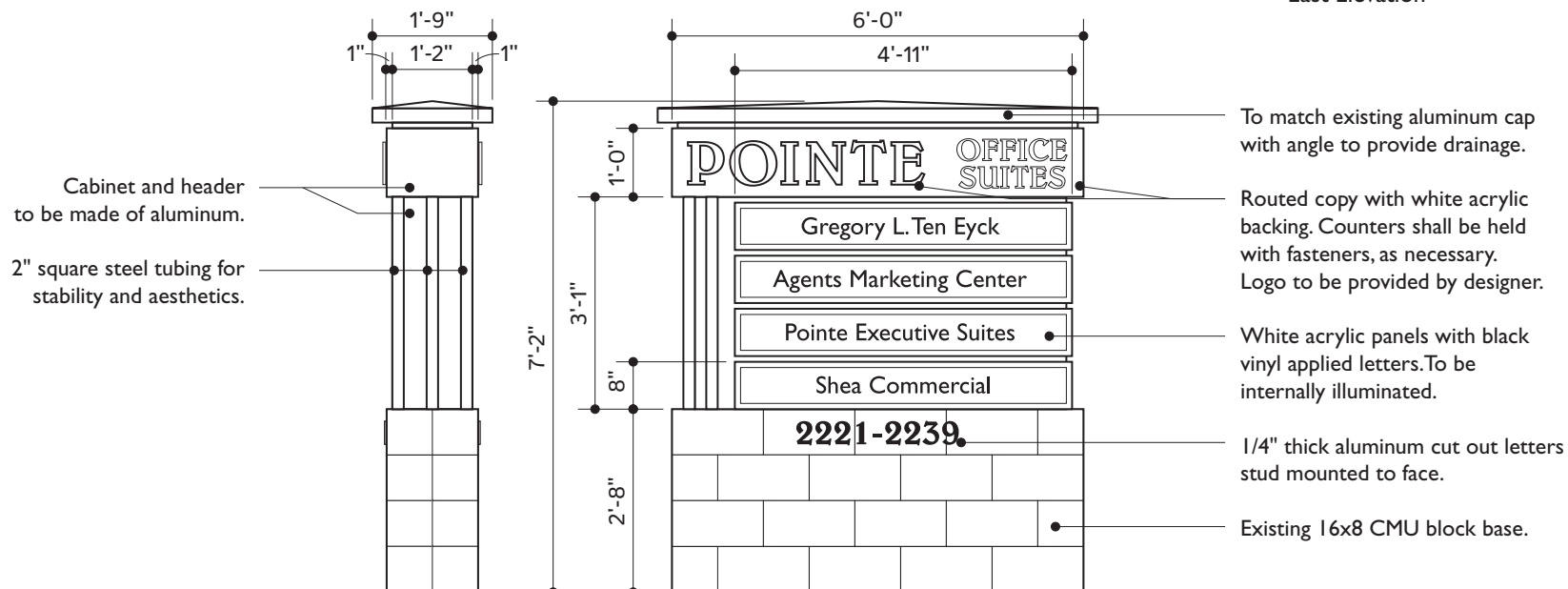
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SHEET 3



East Elevation



SCALE: 3/8" = 1' 0"

Freestanding Monument A
Sign area = 21.16 sq. ft.

West Elevation



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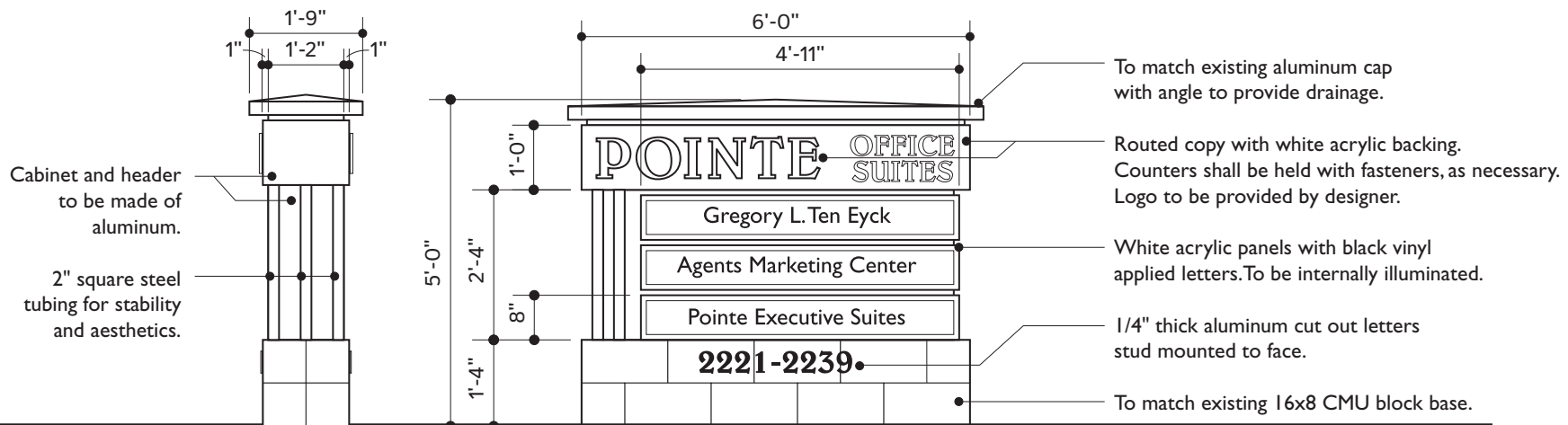
SHEET

4



Monument to be angled at 45°
towards Pointe Parkway

South Elevation



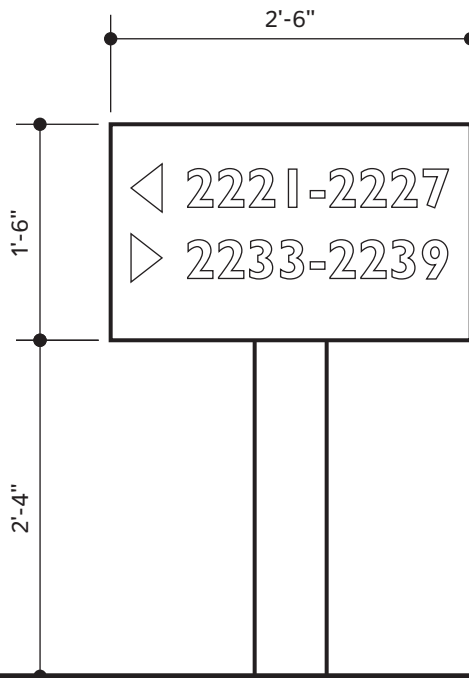
SCALE: 3/8" = 1' 0"

Freestanding Monument B
Sign area = 17.47 sq. ft.

North Elevation



Existing directory sign to be amended.



SCALE: 3/4" = 1' 0"



Directional

3" white vinyl applied letters.

1/4" thick aluminum plate to match paint color Frazee 8835M Pawnee.

4" aluminum square tube base.



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SHEET 5

There are three (3) typical elevations with the allotted sign envelopes for each, shown below and on pages 7. It will be at the builders discretion whether a tenant may use the single or double tenant wall sign option and each business will be limited to one (1) sign per building elevation. The allotted sign envelope is represented by the dashed box with dimensions. The maximum sign area shall not exceed twenty (20) square feet per tenant and will be limited to eighty percent (80%), or less, of the horizontal and vertical backgrounds. The font will be Verdana and the color will be Frazee Pawnee 8835M. (Elevations are typical, please see site plan on page 1 for sign locations.)

Exhibit A I - Single Tenant Use

Building A - West elevation

Building B - South elevation

Building C - South elevation

Building D - East elevation



Exhibit B I - Single Tenant Use

Building A - North, East and South elevations

Building B - North elevation

Building C - North elevation

Building D - South and North elevations



Exhibit C I - Single Tenant Use

Building B - West elevation

Building C - East elevation



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SHEET 7

Exhibit A2 - Double Tenant Use

Building A - West elevation

Building B - South elevation

Building C - South elevation

Building D - East elevation



Exhibit B2 - Double Tenant Use

Building A - North, East and South elevations

Building B - North elevation

Building C - North elevation

Building D - North and South elevations



Exhibit C2 - Double Tenant Use

Building B - West elevation

Building C - East elevation





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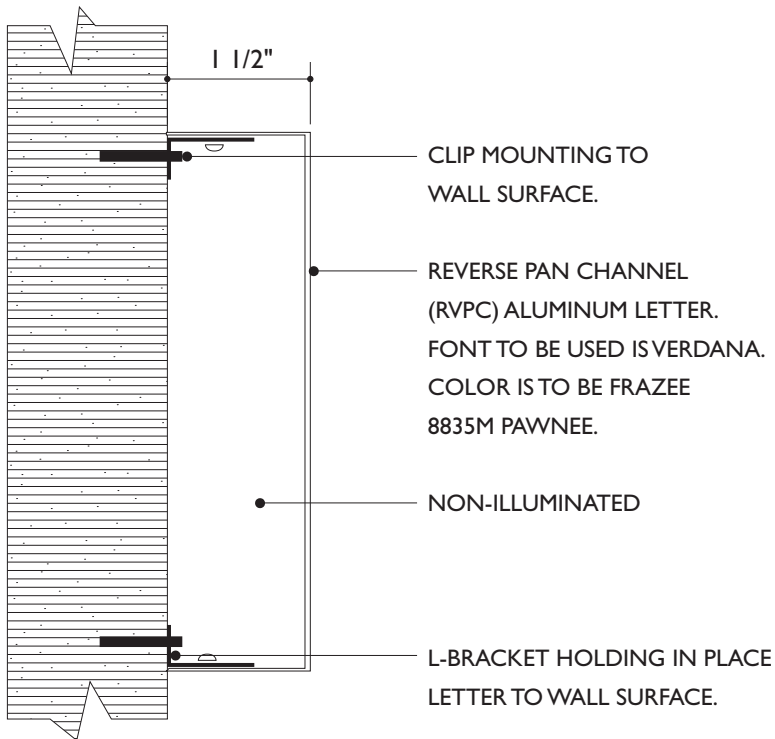
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8



LIGHTING DETAIL

LETTER TYPE: Reverse pan channels with 1 1/2" returns

ILLUMINATION: Non-illuminated

MATERIAL: Aluminum

CONSTRUCTION: Individual reverse pan channel letters and logos with 1 1/2" returns and constructed with minimum of .050" thick aluminum.

LETTER STYLE: Verdana

LOGO: Restricted to 25% of sign area. All corporate standards are subject to POA review.

COLOR: Frazee 8835M Pawnee

SIZE RESTRICTIONS: 20 square feet per sign band

INSTALLATION: Centered in sign envelope located over main entry of tenant space. No more than one sign per elevation, maximum of two (2) signs per tenant.

WINDOW SIGNAGE: Window signs are restricted to 25% of the individual window in which the sign is located.